Chains Are Bullish Following Big First Half

(Continued from page 1)

sion of spending we saw last year has mellowed, I still see some positive signs it will continue at a healthy rate through the election and the end of the year."

Gemco recorded a 13.5% sales increase during the first half, bringing its volume to nearly $1.1 billion for the period. Comparable-store sales were slightly higher, however, because of the effect of the chain's closing of six Texas stores late last year. Two new prototype stores are scheduled to open this fall in southern California.

Overall, first-half sales continued to yield double-digit results for most discounters and retailers with major discount arms, mostly on the strength of the fiscal year's first five months.

Another Consideration

But, those strides slowed noticeably in July. For example, first-half leader Ames, which scored a 48% sales jump over the first six months to $357.5 million, dropped to a still healthy 22% increase for the month.

More dramatic was the relative slowdown at the Caldor/Loehmann's division of Associated Dry Goods (ADG), which posted a 6.1% July sales increase against 35.3% for the full first half. And, Best Products struggled with a 1.7% July sales gain in contrast to its 12.5% increase for the half, bringing its volume to $856.9 million.

"There's no question that overall retail sales are slowing," said Ames' president Gerald Kanter. "We'll see the results of that, particularly as the King's stores we acquired last year reach their first anniversary. But, I still believe we'll record at least $800 million in sales this year and probably well in excess of that."

Although he believes sales will continue at a "good pace," Kanter said they'll probably come in well below the 22% store-for-store increase recorded in the first half. Profits will sharply outpace sales, he said.

Kanter said he expects second-half sales to be driven primarily with toys, apparel and consumer electronics items. In apparel, he cited "corrective" action that's been taken in men's and boys' wear, with improvements in pricing, stock levels, brand name and fashion emphasis. Women's apparel will continue strongly, he said.

While other chains marked the same merchandise categories for growth, many said hard-driving advertising would have to do the selling.

Murphy's Mart found it "difficult to evaluate the consumer's mind" during the first half, and in an effort to do so, increased the number of items shown in its tabs by 15%, according to Charles Lytle, president. The chain will continue that stance through the second half, complementing it with a new round of radio and television advertising, airing throughout the third and fourth quarters.

Murphy's Mart's sales increased 8.7% to $286.3 million in the first half.

Although Lytle saw the consumer spending belt tightening more in the second half, the chain's stores are still being replenished at 100% of their requested levels, he said. During the 1981-82 economic slowdown the chain decreased those levels by 15%-20%.

Improved advertising will also be sought by Jamesway, where the chain is converting to a higher quality roto format, according to president Arlie Lazarus. But, Jamesway will not increase its current ad levels be[illegible]d its monthly tabs and fringe-time television buys.

Lazarus said he expects to emphasize higher-margin merchandise in the advertising and stores, particularly in children's and infants' wear and home textiles. The chain will actively begin limiting space given over to low-margin items, such as consumables and cosmetics, he said.

"We simply haven't seen any slowdown hitting us," Lazarus said. "And, with two extra shopping days during the Christmas season, I see the potential for a very strong fourth quarter."

Jamesway's sales increased 12.9% for the half to $201.9 million. Lazarus said he's sticking with his original estimate of a better than 15% sales gain for the full year.

Zayre Stores president Malcolm L. Sherman believes a sudden and sustained downturn is unlikely, though his outlook was somewhat qualified.

"We've seen no indications of a slowdown through the early part of August," he said. "If our comparable-store sales continue as I believe they will, we should see steady gains through Thanksgiving."

At that point the stores will go up against last year's 27% sales gain in the Christmas period. Overall, Zayre stores' sales increased 16.9% for the first half, to $924.9 million, with operating profits jumping 68.4% to $39.6 million. Sherman maintained that sales and profits into the third quarter were remaining "on plan."

More Figures Analyzed

Other chains' results included:

- K mart, whose sales increased 7.1% while posting record net profits at 24.7% to $202.4 million. For the second quarter, gross margins improved to 28.8% from 27.5% during the same period a year earlier. But, sales, general and administrative costs also increased—to 23.7% of sales from 23% during 1983's second quarter.
- Toys "R" Us increased sales 36.7% to $540.9 million for the half. Computers and video games declined from 18% to 12% of total sales for the period.
- Bradlees' sales for the second half increased 31% to $583 million, with same-store sales up 11% for the period. The company warned that the rate would be more modest in the second half because of the maturation of its 11 Washington, D.C., stores opened last August. The chain predicted sales gains would be strongest in domestics, toys and children's apparel.

New Customs Regulations Seen Costly

(Continued from page 1)

goed goods was based on research submitted by 10 of the 25 companies involved in NRMA's research committee. Those 10 companies represent $26 billion or 5% of the nation's general merchandise retail volume, she added.

At presstime the 10 companies had documented a total of $100 million in apparel imports from real orders placed in 21 countries which would probably be embargoed under the new rule.

NRMA's Lanier said the preliminary results from information being gathered for reports to Commerce Secretary Malcolm Baldridge and United States trade representative William Brock showed discounters in the best position for the remainder of the year. Many discount chains order earlier and use more vertical sources than do department stores.

Executives from some chains including Gold Circle said they did not expect to get hurt if the Sept. 7 date stands, for two reasons: (1) earlier buying and receiving this year than in the past, and (2) the fact that most discount chains don't use the higher-priced Hong Kong manufacturers commonly known to contract work out to other countries.

On the other hand, NRMA's Lanier said retailers were reporting goods shipped from countries including Korea, Taiwan, Portugal, Singapore, Guam, El Salvador and Panama could be affected by the new rule.

Zayre is one discount chain that would lose sales if the Sept. 7 effective date stands. "We were not smart enough to take all our shipments for the year before Sept. 7," said Sherman. "We can't tell how much we could get hurt because the regulations haven't yet been explained or understood."

Meanwhile, discounters could be hit with additional duties on apparel goods imported from 13 countries as early as Oct. 15, if countervailing charges placed by the domestic textile and apparel industry are found to be true.

The countries in which makers are charged with receiving subsidies from their governments include—Argentina, Thailand, Turkey, Colombia, Indonesia, Malaysia, Mexico, Panama, Peru, Philippines, Portugal, Singapore and Sri Lanka.

Washington industry watchers report the duties could be up to 50% of the value of imported goods. Those sources also say domestic apparel and textile trade groups plan to use the countervailing charges as a political lever—later agreeing to drop their charges if regulations are passed that the groups favor.

Gothelf

Kanners

Elkin

Kingsway Appoints 3 Top Executives

DETROIT — Kingsway has hired three executives—two of them from the discount field—to fill three top positions.

Seymour (Sy) Gothelf was named vice president/merchandising, responsible for all the merchandising of the four-store chain. A retailing consultant, he had held senior management positions with Daylin and Arlans.

Earle V. Kanners was designated vp/controller and will be the discounter's chief financial officer. He had been vp and treasurer of Alberts.

Arthur L. Elkin was appointed director of human resources, responsible for the discounter's personnel administration, organization and development. He had been director of corporate personnel for Cook United.

Mandart Leaves H. J. Wilson

(Continued from page 2)

1980 to $402.9 million the next year, a 35.3% jump, as 19 stores were opened. They rose 13.7% to $458.2 million in 1982 as five new showrooms came onstream. Four new stores last year helped send volume up 12.3% to $514.4 million.

Mandart had been with Wilson for 10 years. His basic strength is in the financial area. He joined the cataloger as executive vice president and became president and coo in 1977.

Wilson strengthened its merchandising administration two months ago by naming Chuck Huber senior vp-merchandising/hard lines division (see *DSN*, July 23, p. 1). He had been vp-merchandising for Modern Merchandising and then head of Century House (and its subsequent transformation into Shopper's Choice, a closeout specialty retailer).

Earlier this year, Wilson named Steve Katkins as senior vp-apparel merchandising. He had been senior vp-merchandise manager of J. Brannam.

Both Huber and Katkins report to Raymond Mufson, executive vp-merchandising. Mufson had been a top executive at Jefferson Ward before joining the cataloger in 1981.

Crown Auto Opens 2nd Fargo Store

MINNEAPOLIS — Crown Auto opened its second store in Fargo with a ribbon-cutting ceremony presided over by executive vp Arvin D. Adelman, district manager Roger Doyen, store manager Chuck Brasel and assistant manager Larry Eberhardt.

Included in the festivities, held for three days at both Fargo stores, were a tethered hot-air balloon ride operated by the Nokomis Child Care Center, refreshments served by the Fargo Youth Commission for the benefit of United Way, and a grand opening prize drawing.

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SEPTEMBER 17, 1984

IN BRIEF

• **DISCOUNTERS WERE CALIFORNIA-BOUND AT PRESS-TIME** for this fall's Men's Apparel Guild in California (MAGIC) show in Los Angeles. They were expecting to see more toned-down versions of the video-inspired young men's looks, such as the Michael Jackson one (above) carried in Bradlees this season. For the East Coast Bradlees and Midwest Target chains' approach to men's wear, see pp. 11-12 in this issue's apparel section.

• **ALLIED DEPARTMENT STORES, A SAVANNAH, GA.-based** chain of 82 junior department stores, has purchased the 18-unit full-line discounter West Brothers, DeRidder, La., for $2 million in cash. Allied will convert the West stores to its apparel-only format under the Allied logo.

Seattle shoppers are quickly learning to buy everything from Dom Perignon to cornflakes at wholesale warehouse operations like Costco (above) and Price Savers. Other photos, pp. 14, 78. *(DSN photo)*

Discounters Snowballing In the Pacific Northwest

SEATTLE — Discounting is coming to the Pacific Northwest . . . in force.

While the 175-mile Portland/Seattle corridor hasn't been devoid of discounters until now, a burst of market entries shows that discounters, particularly off-price and specialty operators, have trained their sights on the Rose and Emerald Cities.

Compared to comparably sized markets elsewhere in the country, many retailers here agree the area has been remarkably under-discount-stored despite the dominant presence of such locally based chains as Fred Meyer, Bi-Mart, G.I. Joe's, Pay Less Drugs, and Pay 'n Save.

But, one market battle heating up between two wholesale warehouse membership chains Costco Wholesale and Price Savers—among the first such single-market competitions in the country—has retailers wondering just how much the market will bear.

In recent weeks, San Francisco-based Ross Stores has unwrapped four of its "dress for less" units in Seattle, one in each quadrant of the city, bringing that two-year-old chain's total store count to 48, with 15 to 18 more units still due to open this year, according to Donald E. Rowlett, president.

Marshalls, which opened its first store here this spring, is set to open two more before the end of the year.

Mervyn's, too, is eying this city of two million people. The family fashion specialist, with three stores already in place in the southern reaches of the Puget Sound area, plans to open three more units in Seattle before Christmas. Among others, the move will put the California-based chain in direct competition with Lamont's, Pay 'n

(Continued on page 78)

Household Merchandising's Brennan:

T.G. & Y. Turnaround 'Difficult, Achievable'

CHICAGO — Bernard F. Brennan, 46, left Montgomery Ward where he was executive vp, retail, last fall to become president and ceo of Household Merchandising, the $5.3 billion wholesale/retail arm of Household International, and parent of T.G. & Y.

His move signalled the beginning of the second turnaround effort launched at the $2 billion Oklahoma City-based discounter in as many years.

Brennan, a 12-year Sears veteran, has been in this spot before, having helped lead turnaround efforts at Montgomery Ward and Sav-A-Stop, the giant service merchandiser.

Recently, Brennan met with DSN *editor Iris Rosenberg to discuss the latest developments at T.G. & Y.*

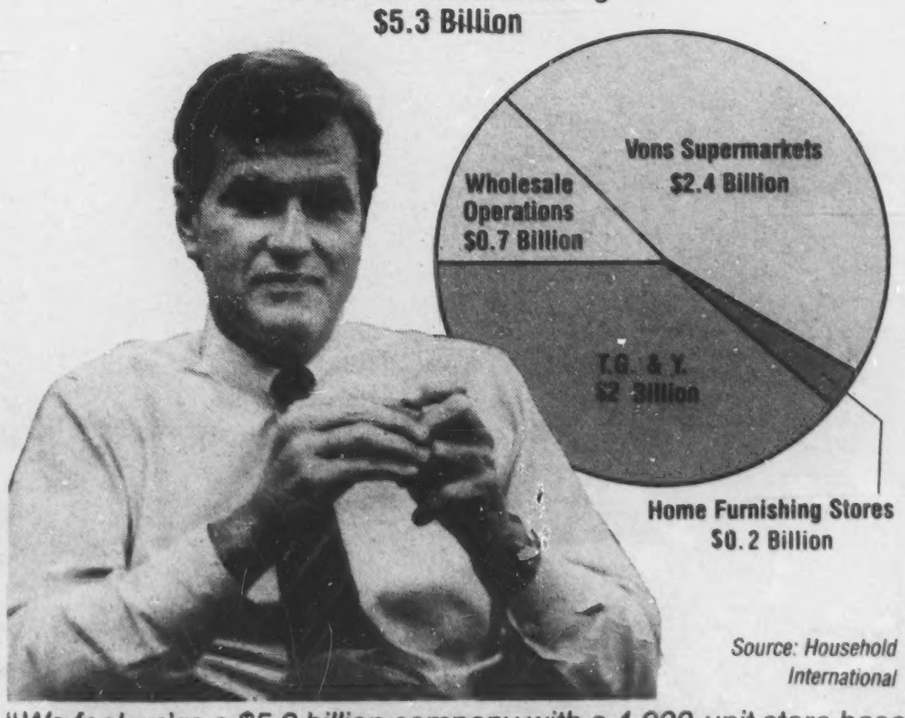
DSN: How would you characterize what's going on at T.G. & Y. today?

Brennan: We categorize this as a progressive turnaround. We're doing things on a logical pragmatic basis, introducing new lines as we move the old lines out of the system.

DSN: Is it a progressive turnaround by virtue of the work started by Del Santo and that group of executives, or did it begin last fall?

Brennan: I would have to say last fall because I can't really speak too much on what was done previously. There was some systems planning that was done (prior to last fall) primarily in the POS area, including some capital purchasing and planning. But, I would have

(Continued on page 77)



"We feel we're a $5.3 billion company with a 4,000-unit store base that hasn't taken advantage of our leverage."—Bernard F. Brennan, president and ceo, Household Merchandising.

Digest

Sept. 17, 1984

LAWN & GARDEN

• **Four hot categories are expected** to continue sparking lawn & garden sales in 1985, said buyers interviewed for a special Lawn & Garden Supplement (pp. 41-48).

SPORTING GOODS

• ***DSN*'s annual census of** sporting goods specialty discounters finds they will reach the $1 billion sales level this year (pp. 2, 18-23).

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Specialty Sporting Goods Chains Approaching $1B in Sales

Chain and Headquarters	Fiscal 1983 Sales (Millions)	Number of Units			Avg. Store Size (Sq. Ft.)
		1/83	1/84	1/85	
Oshman's (Tex.)	$283	177	186	205	15,000
Big Five (Calif.)	150*	64	70	N.A.	10,000
Sunset Sports (Utah)	100	36	38	40	20,000
Sportmart (Ill.)	90*	8	8	11	40,000
Dave Cook (Colo.)	50*	15	17	N.A.	19,000
Gart Bros. (Colo.)	45*	12	13	14	15,000
Michigan S.G. (Mich.)	33*	14	16	16	12,500
Academy (Tex.)	31*	15	17	20	14,500
Irving Sports (Va.)	16	18	17	18	3,000
Brendamour's (Ohio)	15	18	18	18	4,500

*DSN estimate N.A.—Not available Source: DSN Research

Sporting Goods Chains Eye $1B

Nationwide DSN Report

Sporting goods specialty discounters will, for the first time, reach the $1 billion sales plateau this year.

The specialty retailer segment will account for 20% of the $5-billion-plus business as chains mature, becoming more moderate in expansion plans and concentrating on internal improvements of retail operations.

Related stories, pp. 18, 23.

Of the top 10 *DSN* sporting goods chains, only Oshman's, the industry leader with 186 units, will add more than three units this year. With the largest territorial coverage, spanning coast to coast, Oshman's will add 13 new stores in 1984, bringing it close to the 200-unit mark.

However, apart from giant Oshman's, the nature of the sporting goods chains is decidedly regional with growth in one's own backyard at best. In fact, there is no real national discount chain.

Even Oshman's, in 12 Sunbelt states and Hawaii, can barely be considered a national chain. Its only East Coast presence is its Abercrombie & Fitch stores which are exclusively upscale, full retail operations, usually located in ritzy malls or communities such as Beverly Hills; Georgetown, near Washington, D.C.; Las Vegas; Short Hills, N.J., and Stamford, Conn.

For the most part, regional powers like Big Five Sporting Goods, owned by Thrifty Drug, and Sunset Sports, owned by food wholesaler, Malone & Hyde, are content to stay in their respective trading areas of southern California and the Rocky Mountain region.

An exception is Sportmart, an 11-store Illinois force, split between Chicago and Los Angeles.

(Continued on page 77)

Waldenbooks, Home Centers of America Each Get a Key Executive From K mart

TROY, Mich. — K mart has installed a key executive at both Waldenbooks and Home Centers of America (HCA) as part of the discounter's acquisition of the two specialty retailers for a total of $383 million in cash.

At Waldenbooks, Patrick F. Padden Jr., was named executive vice president, reporting to the book company's president and chief executive officer, Harry T. Hoffman. Padden has been K mart's director for new business development since January 1984, having previously served as general manager of the Kresge and Jupiter stores operation.

At HCA, Jack Guthrie was named executive vp of operations, reporting to the warehouse home center chain's founder and president, Frank W. Denny. Guthrie had been K mart's southern district manager.

Waldenbooks, which will remain headquartered in Stamford, Conn., was acquired from Carter Hawley Hale Stores for $295 million in cash. In addition, the discounter paid $5 million to General Cinema Corp. which held an option to buy the book chain for $284.8 million in cash and nonconvertible stock.

(General Cinema obtained that option as part of its help to Carter Hawley Hale in the retailer's successful fight to avoid an unfriendly takeover the The Limited.)

Waldenbooks, under its K mart ownership, will maintain its expansion which calls for opening between 45 and 60 stores a year. It is scheduled to unveil 35 units during the next few months to end the year with 904.

While Waldenbooks would provide some book merchandising input to K mart, there aren't any plans to open Waldenbook sections within the discounter's stores. More than 600 K marts already have book departments that are a combination of paperbacks, hardcover remainders and best sellers at 25% off.

HCA, which will remain headquartered in San Antonio, has executed a definitive agreement with K mart in which the discounter will buy all of the home center chain's eight million shares for $11 a share in cash. HCA stockholders are expected to approve the deal at a special shareholders meeting at the end of the month.

HCA, under the pending K mart ownership, will change the name of its stores from Home Pro Warehouse to Builders' Square, the name the discounter picked for three stores in Chicago that would have marked its entry this fall into the warehouse home center field.

HCA will open those three stores—one located in a former K mart and the other two in ex-Woolcos—next month under an interim agreement in which the home center chain will be responsible for merchandising, fixturing and operating the trio.

Two HCA stores set to open in Houston in November will use the Builders' Square logo,

(Continued on page 78)

Shaves Sales, Profit Projections

ALCO Steps Up Promos in 2nd Half

ABILENE, Kan. — Duckwall-ALCO Stores will be more promotional in the second half, cutting gross margins across-the-board by three-quarters of a percentage point.

At the same time, the chain reduced its sales and earnings projections for the current fiscal year by 2.3%

"A reduction to a 27.6% average gross margin is our goal," vice president for finance Gary Lowry said.

ALCO cut its sales projection for the current fiscal year to $391 million, down 2.3% from $400 million, because the company's six-month sales goal was off by 5%.

"The economy is still depressed as far as the farmer is concerned" Lowry said. "A great deal of our customers are farmers, and even if they've had a good year so far, they're still paying off loans from previous years and that cuts significantly into their take-home."

"Also, our original sales projection was a little over-optimistic" Lowry said, referring to ALCO's overestimation of the immediate earning capabilities of 40 new stores added after the takeover of the Magic Mart chain last May.

This reduced sales projection came as ALCO posted a 45.5% jump in earnings and a 37.6% increase in sales for the first six months of the current fiscal year.

Earnings for the first half were $3,692,867. Sales were $166,954,633.

In the second quarter, earnings were $2,055,191, up 15.7% over the comparable period last year. Sales were $89,385,048, up 18.3%.

These figures reflect the increased store count from the purchase of Magic Mart.

Construction has been postponed on a 140,000-sq.-ft. addition to Duckwall-ALCO's main distribution center in Abilene. The addition was to be financed by a $2.2 million industrial revenue bond issued by the city of Abilene. However, since that bond would have put Duckwall-ALCO over the $10 million limit on IRB's, the construction has been "postponed a couple of months" while the company seeks another method of financing the building and keeping a tax-exempt status.

Asked if the delay in construction would affect current store operations or planned chain expansion, Lowry said it would not, noting: "We'll continue to use the two or three off-site rental warehouses we've been using. They're just not as efficient as a larger main distribution center would be."

'It Happened This Month' Quiz

Win $100 Every Month

Whose 'Au Revoir' Meant 'Adieu'?

Each month Discount Store News *awards $100 to one winner, selected randomly, from entrants answering a nostalgia question correctly. The question is based on a story that appeared in* DSN *that same month, one or more years ago.*

September's Question: **Four years ago this month the eventual demise of one of the founding chains of the discount industry became clear when its last owner, a French company, said it planned to sell the retailer. The discounter's chairman said the $57 million in merchandise in the currently operating stores would be liquidated within the units by one of the country's premier liquidators. What is the name of the discounter, the French parent firm, who was the discounter's chairman (l.) and who was the liquidator (r.)?**

It Happened This Month

Quiz 9

Answer: _____

Name: _____

Co./Store _____

Address: _____

_____

Zip _____

Prize: $100. One winner will be selected at random from all correct entries received. Rules: All entries must be submitted no later than two weeks after the issue date for each contest. (Correct answer is hidden in each issue the contest appears.)
Send to: Contest Editor, *Discount Store News*, 425 Park Ave., New York, N.Y. 10022.

Edward Sierra, Bradlees, was the winner of the August contest.

Two Elevated At Gold Circle

WORTHINGTON, Ohio — Gold Circle has reorganized its top merchandising posts.

George Rubin, senior vp of soft lines, has taken on additional responsibility for the soft home division. His new title is senior vp, soft lines and soft home. He now oversees accessories, jewelry watches, intimate apparel and shoes, junior and misses sportswear, children's wear, cosmetics and soft home.

Bill Prophater, senior vp of hard lines, has assumed responsibility for the home furnishings and men's divisions. Prophater is now senior vp, hard lines and men's. He supervises home improvement, entertainment, smallwares, leisure and recreation, home furnishings and men's.

Those changes follow the resignation of Allen Sherman, who had been senior vp of men's and soft home. Sherman is now vice president, general merchandise manager, hard lines at Zodys in Los Angeles.

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Vol. 23, No. 19 Sept. 17, 1984

SPORTING GOODS

Discounters Lead in Sales Of Basic Sporting Goods

MOUNT PLEASANT, Ill. — Discount chains are still, far and away, the leading retailers of basic sporting goods.

Sporting goods stores dominate the more specialized categories, however, according to a recent National Sporting Goods Association (NSGA) survey.

"The Sporting Goods Market in 1984" represents consumers' projections of 1983 purchases based on responses from 80,000 households nationwide. The NSGA report also projected a 9% sales gain for the industry in 1984 to $14.9 billion. In 1983, sporting goods equipment, shoes and apparel increased to $13.6 billion, up from $12 billion the year before.

Equipment alone accounted for $7.9 billion in sales last year and is projected to hit $8.6 billion this year, an 8% increase. Sports apparel tallied $3.5 billion last year and is expected to come close to $4 billion this year, a 13% gain.

Athletic footwear broke the $2 billion barrier last year and a 7% increase is predicted to bring it to $2.3 billion by year's end.

The leading individual growth areas for '84 pegged by the survey were exercise equipment, with a conservative 25% expected gain to $1.2 billion in volume; aerobic shoes, anticipated to jump from $29.3 million in '83 to $44 million by year's end, and 20% increases for both warm-up suits and sweat shirts, together accounting for over $1 billion in sales this year.

Basic sporting goods such as baseballs, basketballs, footballs, and soccer were tabbed for 5% to 10% increases in '84, according to the study. The largest percentage of these sales will be made at discount stores.

Over 37% of baseball purchases were made at discounters last year with the average retail price at $3.78. Department stores accounted for one quarter of baseball buys with an average price slightly lower, $3.42. Sporting goods outlets, which saw 23.5% of baseball purchases, had the highest average price at $4.55.

The same pattern held true for basketball purchases. Discounters lead the way last year with 39.4% of buys at the lowest average retail price of $13.39. Department stores, again, saw a quarter of the action, at a slightly higher price. Specialty sporting goods stores (20.4%) had the highest-average price at $21.26.

The two strongest indications of discounters' dominance in basics were seen in fishing rod and reel combo sets and tennis ball purchases. For combos, 38.7% of the buys were at discount chains. The nearest competitor, department stores, accounted for less than half the discounters' share—17.6%.

Almost 50% of tennis balls bought last year were purchased at discounters. Department stores ranked second with a 17.6% share.

Although discounters dominated the bread and butter items, sporting goods stores led the way in more sophisticated items.

The study showed consumers bought their sophisticated equipment in more specialized outlets last year. For example, athletic footwear was primarily purchased at sporting goods stores, which offer a wider selection than both discount and department stores.

Over 40% of baseball, football and basketball shoes were bought at sporting goods stores last year, according to the study, with baseball and football cleats closer to 50%. Discount chain share ranged from 15.7% for football to 21.7% for baseball, not even half of the sporting goods outlet's share.

The recent explosion of aerobic shoe sales (over one million units were sold last year) was heard almost equally at sporting goods stores (24.5%), specialty shoe stores (23.2%) and department stores (23.2%).

In other major sporting goods categories including downhill skis, tennis rackets, archery, shotguns, rifles and hockey skates, sporting goods specialty stores were clearly the place to shop, the survey indicated, and usually had the highest-price points.

Tennis rackets were bought at sporting goods units 33.8% of the time with an average selling price of $60.92. Discount stores, with a 17.8% share offered an average price point of

(Continued on page 68)

Projected Sales of Selected Sporting Goods Categories
(in millions)

Category	1982	1983	1984 Forecast	% Increase '84 vs. '83
EQUIPMENT				
Firearms and Hunting	$1,556.8	$1,665.6	$1,716	3%
Exercise	723.3	960.2	1,200	25
Camping	735.0	784.2	863	10
Golf	492.8	633.3	690	9
Fishing Tackle	586.2	618.8	656	6
CLOTHING				
Bathing Suits	709.3	765.7	850	11
Warm-up Suits	448.9	613.7	758	20
Shorts—Elastic Waist	374.1	449.0	516	15
Athletic Socks	281.0	332.0	372	12
Sweat Shirts	212.6	261.0	313	20
FOOTWEAR				
Sneakers	658.8	639.1	639	—
Jogging/Running Shoes	421.0	556.7	624	12
Tennis Shoes	286.6	339.8	367	8
Basketball Shoes	80.5	119.2	132	11
Golf Shoes	98.5	115.3	129	12

Source: National Sporting Goods Assn.

AMERICAN CAMPER
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FOR INFLATABLES & ACCESSORIES
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